

WHAT IS CLAIMED IS:

1. An online system for ordering vehicle services, comprising:  
an input module adapted to receive a service request order from a customer;  
5 a processing module adapted to determine a plurality of service businesses that are geographically near the customer;  
a transmission module adapted to electronically transmit the service request order to the plurality of service businesses; and  
an estimation module adapted to receive service estimates from the plurality of service businesses.  
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2. The system of Claim 1, wherein the input module comprises a Hypertext Markup Language (HTML) form running in an Internet browser.
3. The system of Claim 1, wherein the service request order comprises a make, model and year of an automobile.
- 15 4. The system of Claim 1, wherein the processing module resides on an Internet server.
5. The system of Claim 1, wherein the plurality of service businesses are determined by gathering service businesses with the same zip code as the customer.
6. The system of Claim 1, wherein the transmission module is adapted to send the service request order across the Internet.  
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7. The system of Claim 6, wherein the transmission request module is adapted to send the service request order as a structured document.
8. The system of Claim 7, wherein the structured document is an Extensible Markup Language (XML) document.
- 25 9. The system of Claim 1, comprising a page preparation module adapted to generate a Hypertext Markup Language (HTML) page comprising the service estimates from the plurality of service businesses.
10. The system of Claim 9, wherein the page preparation module comprises instructions for electronically sending the customer a link to the generated HTML page.

11. The system of Claim 10, comprising a telephone reminder module adapted to telephonically contact the customer if the generated HTML page is not viewed within a predetermined time period.

5 12. A method for electronically ordering vehicle services, comprising:  
receiving a service request order from a customer;  
determining a plurality of service businesses that are geographically near the customer;  
electronically transmitting the service request order to the plurality of service businesses; and  
10 receiving service estimates from the plurality of service businesses.

13. The method of Claim 12, wherein receiving the service request order comprises receiving a Hypertext Markup Language (HTML) form.

14. The method of Claim 12, wherein the service request order comprises a make, model and year of an automobile.

15 15. The method of Claim 12, wherein the service request order is received by an Internet server.

16. The method of Claim 12, wherein the plurality of service businesses are determined by gathering service businesses with the same zip code as the customer.

20 17. The method of Claim 12, wherein electronically transmitting the service request order comprises transmitting the service request order across the Internet.

18. The method of Claim 17, wherein electronically transmitting the service request module comprises transmitting a structured document.

19. The method of Claim 18, wherein the structured document is an Extensible Markup Language (XML) document.

25 20. The method of Claim 12, comprising generating a Hypertext Markup Language (HTML) page comprising the service estimates from the plurality of service businesses.

21. The method of Claim 20, comprising electronically sending the customer a link to the generated HTML page.

22. The method of Claim 21, comprising telephonically contacting the customer if the generated HTML page is not viewed within a predetermined time period.